



Figure 1--This is the Owens Logo.

**Course Syllabus
SEMESTER
School of Liberal Arts**

Introduction Information

Course Name: Principles of Advertising

Course Number: COM 101-XXX

Meeting Day(s) and Time(s):

Credits: 3

Contact Hours: 3

Instructor's Name: *

*Please call me NAME; it is my preferred name. If you have a preferred name, please let me know so that I can use it.

Pronouns: My pronouns are INSERT. Please let me know yours so that I can use them.

Office Hours & Location:

On Campus:

Online:

Campus Phone:

Campus E-mail:

*Please use your Owens email to contact me.

Additional Contact Information:

Pre-requisite: None.

Co-requisite: ENG 111 or 111P

Health & Safety Information: Please note that while unlikely, there is a possibility courses might need to change the delivery method due to public health concerns. If this happens, the college will communicate any changes via email and/or other communication methods.

If you are not able to come to class because you are ill, please let me know as soon as possible. When possible, class materials will be available through Blackboard (or Zoom or). I will do my best to make arrangements for you to make up the work you missed, if practicable.

Currently, masks are allowed but not required on campus; however, this requirement may change depending on circumstances. If changes are made, you will be informed via email and/or other communication methods.

Religious Accommodations: A student seeking an accommodation for an absence permitted under Ohio's Testing Your Faith Act must provide the instructor with a **written email** notice with the specific dates for an absence, and must do so not later than fourteen (14) days after the first day of instruction. **Alternative accommodations are not retroactive, and no academic penalty will be imposed for an absence under the policy***. The request for an alternative accommodation will be kept confidential. Students with questions about a religious accommodation under Ohio's Testing your Faith Act may contact the College's Office of Academic Affairs: provost@owens.edu

*The policy may be found on the Owens website: [3358:11-2-63 Accommodation](#) for a Student Absence for the Observance of Religious Beliefs and Practices Policy.

Classroom Admittance: OCC classes (e.g., traditional, land-based, laboratory, hybrid, asynchronous online, synchronous online, etc.) shall only be attended by the officially registered OCC students, instructor of record, guest lecturer, or substitute. Visitors are not permitted in the classroom and should not be invited to attend or participate in the class. See [FERPA](#) for specifics.

Classroom Attendance for F2F, SWD, or WEB Classes:

Face-to-Face Classes: the students must attend this class in person only. Instructors will not allow a different form of instructional delivery.

SWD: for all **Synchronous Web Delivery** Classes, the student must attend this class during the days and times set in the schedule. Example: for a 9:00, M, W SWD class, the student must be online at 9:00 every Monday and Wednesday for this class.

WEB: for all traditional online classes, also known as **Asynchronous** classes, the student attends at any time and day for instruction.

For any changes, students must talk with their instructors and advisors.

General Information: For information on FERPA, Cheating and Plagiarism, Assessment of Student Learning Outcomes and Student Code of Conduct, please refer to the appropriate section of the current Owens Community College Catalog online.

Questions Addressed in this Syllabus:

1. What is examined in this course?
2. What materials are required for class?
3. What is the focus for the course?
4. What will I be able to do by the end of the semester?
5. What will our classroom environment be like?
6. How will the grade be determined and what are the major assignments for the semester?
7. What are the basic course policies and procedures?
8. What do I do if I feel stuck, have questions, or need help?
9. How does the college support us?

What is examined in this course?

Catalog Description: Introduces major literary genres, including fiction, poetry, and drama. Emphasizes discussing and analyzing basic principles of form, content, theme, and technique in various wide-ranging examples of literary work. This is an Arts and Humanities elective and is available as a web course.

Co-requisites: English 111 or English 111P.

What materials are required for class?

We do not have a traditional textbook. Instead, we have two novels, which are listed below, and will make use of *OER (Open Educational Resources, free materials for instructors and students to use) and Library Resources*.

You will need access to a computer, reliable Internet connection, and capability to create Microsoft Word documents

What is the focus for the course?

Course Objectives:

This course will...

1. Explore the world of advertising and its role in our society.
2. Explore advertising as a career.
3. Explore the social and ethical implications of advertising.

What will I be able to do by the end of the semester?

Student Learning Outcomes:

Students will be able to demonstrate understanding of:

1. Role of advertising in the marketing process
2. Advertising production and techniques
3. Social and ethical implications of advertising
4. Elements of print and electronic media
5. Advertising agency structure and function
6. Advertising's economic relationship to the media
7. Advertising's relationship to direct marketing
8. Advertising and sales promotion
9. Advertising regulation
10. Future of advertising--AI
11. Career opportunities in advertising

What will our classroom environment be like

Respectful Class Communication:

Our atmosphere is an academic one. Please remember that we are all students working to accomplish our goals and deserve respect.

Here are a few reminders:

- **Be respectful.** Remember that you are communicating with actual humans, and be sure to be courteous and show respect, even if there are differences of opinion.
- **Think before you speak or post.** Be aware of who you are talking to and who may be able to view your posting and how your post may be interpreted.
- **Stay on topic.** Make sure your communication is related to the subject at hand and does not wander off-topic.
- **Use appropriate language and style.** Avoid profanity and offensive words during discussions. Offensive imagery, or offensive sketches in Discussion Board forums, cannot be tolerated.
- **Be considerate of others.** Communication should be well-intentioned and well-articulated and aimed at fostering a positive learning environment. Avoid derogatory, condescending, or harassing remarks. Be aware of how sarcasm may be misinterpreted by your readers.

Students who are offensive or disruptive will be reported to the office of Student Life. Refer to the Student Code of Conduct for more details.

Inclusion Statement:

“One of the things I care about is showing the world there are other perspectives. I try to educate people to open themselves up to others and to different ideas, to make this a less binary world.”

This is a statement, by the 2022-23 [BIG Read](#) author, Stephanie Foo, echoes my own philosophy related to teaching.

Our class is intended to be an inclusive atmosphere that respects all voices and is a safe place to explore ideas. This means respecting differences in gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture.

It also means maintaining a basic atmosphere of civility, especially during class discussion and in sharing our work with one another. It means we take the time to reply to one another in a respectful way, even when we disagree.

Please let me and others know what name and pronouns you want classmates to use when addressing you during discussions, and what I should use when commenting on your assignments.

In addition, please let me know ways to improve the effectiveness of the course for you personally or for other students or student groups. Our class can only maintain an inclusive atmosphere as much as we respect one another's similarities and our differences.

How will the grade be determined and What are the major assignments for the semester?

Grading Procedure: Student responses will be evaluated according to the department rubric established for COM 101. *All exams and papers need be completed for a student to pass the course.*

The grade points for the areas of work are as follows.

Evaluation Measure	Outcomes Assessed	Value
Midterm	1-11	200 points
Final	1-11	200 points
Advertising Campaign Project	1-11	400 points
Other Assignments	1-11	200 points
Total		1000 points

Final Grading Scale

Grade	Points
A	900-1000
B	800-899
C	700-799
D	600-699
F	0-599

Letter Grade Definitions for Papers:

An “A” paper clearly passes all categories of the rubric. It demonstrates a superior command of the subject matter and presents that information so fully and effectively that the reader enjoys reading the paper and learns from it. The A paper reveals sophistication in style and an original voice. Sentences are appropriately varied in length and construction, and no serious sentence structure errors mar the work. Additionally, individual sentences and ideas are concise, clear, and highly specific. Transitions are used to produce a smooth flow for the reader; connections between unrelated sentences and ideas are clear. The A paper also demonstrates a high degree of selectivity in word choice. It contains rare, if any, errors in grammar or mechanics.

A “B” paper clearly passes all categories of the rubric. It delivers a substantial amount of interesting information effectively. The specific points are logically ordered, well developed, and unified according to a clear organizing principal. The introduction and conclusion are effective, but not as engaging as in the A paper. The transitions are adequately smooth, sentence structure is sufficiently varied in both length and construction, and the words have been chosen for precision and power. The B paper may have at most a single serious sentence structure error, and only a few grammar and/or mechanical errors. The writing in a B paper is organized, clear, coherent, and correct; the paper is far more than competent.

A “C” paper passes all categories of the rubric. It is generally competent and reasonably well developed and organized. The C paper demonstrates an average knowledge of the subject matter, but the presentation of that information is often vaguely stated and superficially connected. The sentence structure often is not varied in length or construction, and as many as two serious sentence structure errors may mar the work. Word choice is sometimes inappropriate. Errors in grammar and mechanics may number up to six in a final draft. Though the C paper fulfills the assignment, the reading is not especially engaging, enlightening, or controlled.

A “D” paper passes in organization and development, but does not pass in ONE or TWO of the following categories: audience awareness, sentence structure, word choice, and grammar/usage/mechanics.

An “F” paper does not meet the requirements for a D paper. It is also automatic for plagiarism.

What are the basic course policies and procedures?

Instructional Methods:

(For web sections) Although this is a web course, class will be conducted in ways similar to traditional classrooms; course content will be presented and practiced using any of the following methods: online lecture, class discussion through online chats, Blogs, individualized instruction, peer response (such as peer review), small-group work, reading and thinking activities, visual aids, and written assignments using the writing principles taught. The instructor may initiate discussion using various teaching strategies such as problem-solving discussion, role playing, small group discussion, debate, peer evaluation and editing, etc. Participating in all activities is an integral part of the course and will be a factor not only in your final grade, but will assist you with writing, researching, and planning your larger assignments. (See Grading Procedure above.)

Blackboard: Students will need to become acquainted and proficient in the use of Blackboard for this course. **All course information, including all assignments handouts, etc., for this class will be located on Blackboard.** All assignments for this class, including projects, are submitted via Blackboard.

Student Responsibility:

- 1.) The student is responsible for the material assigned on this syllabus as well as for additional information listed under the Weekly Tab on Blackboard (which includes essay and weekly activities). The instructor will not relay totally on material from the books, so the student is responsible for any additional material covered in the class, online lectures, videos, etc. ***It is the student's responsibility each week to check the Weekly Assignments as posted on Blackboard under the Weekly Tab.*** Please note all applicable deadlines for different activities and pay attention also to where the assignment is to be turned in (Assignment Manager, Blog, Wiki, etc.). If you have any questions about the deadline or submission of any part of the weekly assignments, please use your Owens email to contact me. I will be more than happy to clarify the requirements; I do understand sometimes things get lost in translation.
- 2.) Assignments/Activities will be posted each week by TIME on DATE and will be unavailable after TIME on DATE of the following week. Please note that some weekly assignments may have due dates within the week and will be considered late after that deadline. Once an assignment deadline (day and time) has passed, it will no longer be available online, and you will not receive credit for the assignment.
- 3.) *Attendance is taken in this class, and I do keep track of your weekly preparation and participation. You will have weekly deadlines to meet and specific activities to complete. Do not expect to disappear for several weeks during the semester and then make-up and submit all of your work at the end.* That is counter-productive to your success as a student in this course, since all activities will build upon the previous ones. Please let me know as soon as possible—and well before the assignment is due—if anything arises that would prevent you from completing your

assignments as required. (I do understand you all have lives outside of school, and things do happen.)

Formatting Assignments:

All writing assignments (papers/essays/journals), including rough drafts, must be typed in 12 pt. Times New Roman or Arial with 1 inch margins and formatted using the MLA standard unless otherwise specified by the instructor. All projects incorporating outside sources must be documented using the MLA format. ***Also, all work must be submitted in Microsoft Word only; do not send in papers in word pad, or MS Works, etc.*** Papers that do not conform to these standards will be assessed a 10 point penalty.

Research: ***Internet research is not adequate for students in college courses.*** It is often amateurish and simplistic. A large part of this course is learning how to navigate a college library system and properly citing the information you use. (More on this later.) I will not accept essays whose research is exclusively or largely derived from sources on the Internet.

Submitting Assignments:

Please make sure you pay attention to where an assignment is asked to be submitted—everything is to be submitted under the SUBMIT HERE module on Blackboard—even Discussion Boards—see example below. If you are unsure how to submit your assignments using a certain feature, then please contact me, so I can help you learn how to use it.

SUBMIT HERE
Visible to students

Submit assignments for the course here.

 **Introduction DB**
Due date: 2/6/22, 11:59 PM
Visible to students

Introduce yourself to the class (& me), in a few lines here . If you would like, you can post a video, a picture, attach a web link to a favorite website of yours, etc.

 **Branded Baby DB--WHAT?**
Due date: 2/6/22, 11:59 PM
Visible to students

Branded Baby DB--What? Using what you learned in the textbook and the lecture information on Media Literacy, discuss the picture below. You need post at least three times, in a hearty paragraph, on the DB —the posts can be in the form of an entry ...

Figure 2--This is an example of Discussion Boards on Blackboard.

Late Work:

Late formal assignments will be marked down 10% each day they are late.

I always provide a due date and a grace period after for those occasions where students might want just a little more time to add to a formal paper.

If you think you need a short extension on one of the formal papers, talk with me about it. Don't be shy, as I am here to help facilitate your experience in the course. I would rather speak with you about any frustration with an assignment, than not talk and find out that you suffered through!

Informal assignments related to participation won't be accepted late. It is important to be able to discuss and share these assignments during the week they are relevant.

Academic Dishonesty: Basically, this course is based around **your** thinking about issues that are interesting or important to you. I generally do not care with others think. I care what **you** think, how you analyze your subject, and how you support your ideas with reliable evidence.

This class teaches how to integrate what other reliable and reputable sources say into your own ideas, as a way to support what you have to say. This is what academic writing is.

Because this is the basic tenant of the class, plagiarism cannot be tolerated.

Plagiarism is the act of stealing intellectual property.

Plagiarism includes:

- Using ideas, information, or exact language from a source without properly citing it.
- Failing to both quote and cite a source when exact language is used.
- Failing to properly cite a source according to the citation format used.
- Passing off the work of another person or organization, in part or in full, as one's own.
- "Recycling" papers written for other courses in the past.
- Having another person complete your assignments, in full or in part.
- Using information from on-line sources without proper citation.

The college's Plagiarism policy is in the college catalog.

Academic Honesty: The college will not tolerate plagiarism or academic dishonesty of any type. For further information, please refer to <https://www.owens.edu/conduct/>

Essay Feedback: **I work hard when I grade your papers, and I value your effort and attention to our work in class greatly.** Therefore, I expect each of your Final Drafts (FD) to show improvement in areas I have designated for your attention and

improvement on your Rough Drafts (RD). (I use track changes and MS Word Comment Bubbles for my feedback. To view my comments, go to the "Review" tab. Make sure under the tracking area "Final Showing Mark Up" is selected.) Please note some of my feedback on your essays will be similar from draft to draft and essay to essay, as some of the feedback is pre-saved, since many students have similar issues in their writing but much of my feedback is specific to the essay draft I am reviewing.

Also, please note I am happy to consult with you on your ideas and on multiple Rough Drafts. (*I only read and review one RD, unless you request me to review another one, but once a FD is submitted NO more drafts can be submitted.*) You should also consider visiting the Writing Center for help with your writing. I will grade your papers very rigorously, and I will hold you responsible for turning in accomplished work.

What do I do if I feel stuck, have questions, or need help?

Asking for Help, Clarification, etc.:

Unless I am told otherwise, I will assume that every student understands everything said on the Blackboard shell and through online chats or emails. If you don't understand something, or if you don't understand why we are approaching our materials in the way we are, please ask. Sometimes the best thing you can say is "I am not following this idea, or I have no idea where to begin with this essay." All classes will build on and further develop the concepts we discuss.

Contacting Professor (me):

E-mail is the best methods to contact me outside of my office hours, which are listed above. I check my email several times a day. (I will post on the Announcements on Blackboard, if I am not going to be able to check my email for extended periods of time during a day or days.) Phone messages left on my voice mail (The number is on the on the front page of the syllabus.) may be delayed by as much as 7-8 days. Please only use your Owens email account to contact me.

I am also upon request available through Google Voice.

*****I WANT YOU TO DO YOU BEST IN THIS CLASS. IF YOU HAVE ANY QUESTIONS OR NEED ANY HELP, PLEASE CONTACT ME, SO I CAN ASSIST YOU. *****

How does the College support us?

The Writing Centers: Wherever you are in the writing process – planning, drafting, revising, or editing – the Writing Center staff will assist you in developing the skills you need to become an effective and independent writer.

For up-to-date information on the campus Writing Centers, use this link: [Writing Centers/E-Tutoring](#).

Computer Labs: Use this link for locations: [Computer Labs Locations](#)

Campus Printing: Students can remote print to a common area printer on the Toledo campus through their PaperCut user portal using the Web Print option. Use this link: [Campus Printing Information](#).

If you have any questions or concerns using Papercut or printing on campus in general, please contact the Help Desk at x7120 or helpdesk@owens.edu

Microsoft Office for Student Use: Owens Community College is proud to offer Microsoft Office at no cost to our students, faculty and staff. Use this link: [Microsoft Office Suite](#).

Disability Resources Services: If you have a disability or acquire one, you may be entitled to receive reasonable accommodations intended to assure you an equal opportunity to participate in and benefit from the program. To receive more information or to register for accommodations, please contact the Disability Resource Center in College Hall 116 at 567-661-7007. Use this link: [Disability Resources Services](#).

Harvest Food Pantry and Career Closet: All registered Owens students are eligible to receive food benefits and must show a valid student ID during open pantry hours. The Harvest Food Pantry and Career Closet are located on the Toledo-area Campus in College Hall – 147, and are open on Tuesdays from 11 a.m.–2 p.m. when classes are in session. Use this link: [Harvest Food Pantry and Career Closet](#). [Link to Findlay Food Pantry](#).

Student Counseling Services: Counseling Services offers consultation, mental health assessment, counseling, crisis support, education, prevention, outreach, and linkage to community resources at no additional charge to Owens Community College students. Counseling Services assists students experiencing personal, educational, interpersonal/relationship family, social, or psychological difficulties. Please contact (567)-661-7168. Use this link: [Counseling Services](#).

Student Code of Conduct:

All students are expected to follow Owens Community College's Student Code of Conduct. If you are unfamiliar with the code, you can find it here: Use this link: [Student Code of Conduct](#).

Anti-Discrimination and Harassment & Title IX/Sexual Misconduct:

All students, faculty, and staff are expected to follow Owens Community College's Anti-Discrimination and Harassment Policy and the College's Title IX/Sexual Misconduct Procedures and Guidelines. The College strictly prohibits and will not tolerate harassment, discrimination, intimidation, or hostile/offensive working or learning environments.

The link for: [Anti-Discrimination and Harassment Policy](#)

The link for: [Title IX Policy](#)

Department Events for Students and Faculty

The Big Read and Activities—for complete information, use this link: [The Big Read](#)

The Silo—a Creative Journal for students and alumni, use this link: [The Silo](#)

The Oregon Road Film Series—participate in this fun event, use this link: [Oregon Road Film Series](#)

Document Collection: Throughout the semester, your instructors may ask for a variety of assignments or they may give you tests and/or quizzes for student learning assessment of the general education core competencies. Please save all of your materials until the end of the semester.

Tentative Class Assignments

Last Updated 6/2/23: This is just to give you a guide as to what we are going to cover in this course and when. Visit the Week One, etc. Tab on our Blackboard site for the specific and detailed assignments with their due dates. Here is what it looks like.

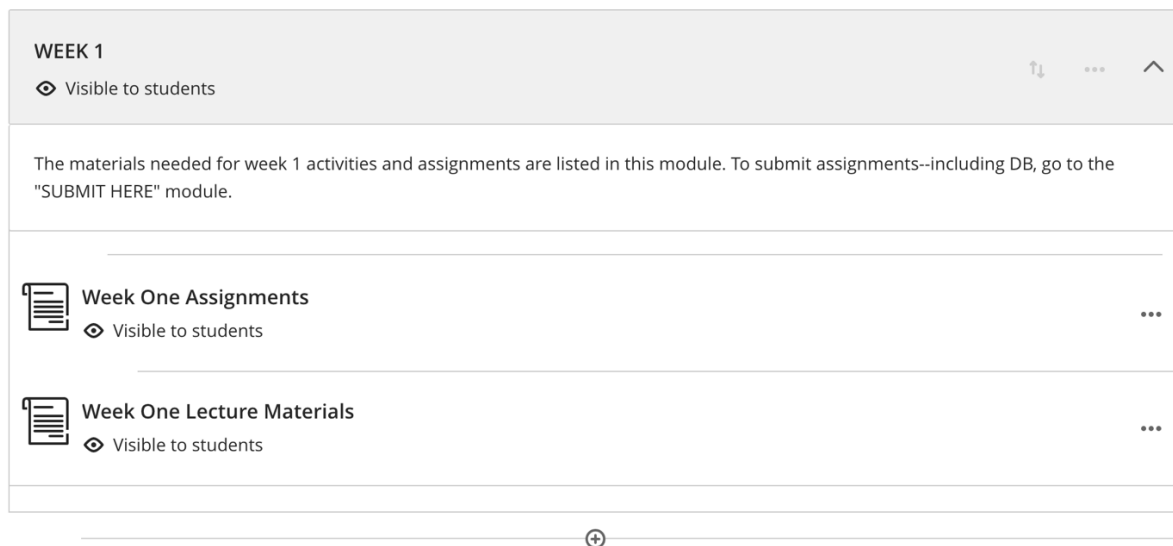


Figure 3--This is an example of the listing of assignments on Blackboard.

Day/Date	Topic	Assignment
<u>Week One:</u>	• Role of Advertising in Marketing Process	
<u>Week Two:</u>	• Elements of Print & Electronic Media • Productions & Techniques	
<u>Week Three:</u>	• Agency Structure & Function • Careers in Advertising	
<u>Week Four:</u>	• Economic Relationship to the Media • Relationship to Direct Marketing • Sales and Promotion	• Midterm
<u>Week Five:</u>	• Social & Ethical Implications of Advertising • Regulation	
<u>Week Six:</u>	• Future in Advertising	
<u>Week Seven:</u>	• Future in Advertising	• Project
<u>Week Eight:</u>	• Class Wrap Up	• Final

Disclaimer: “The instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course.”